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7 August 1952

ITEM FOUR

PSB ANNUAL REPORT TO THE NSC (PSB D-30)

Summary: The Status Report on the National Psychological Effort and First Progress Report of the Psychological Strategy Board has been distributed, on a restricted basis, to members of the Board for their consideration and approval. This report was prepared pursuant to the memorandum of 29 May from the Executive Secretary of the National Security Council to the Director, PSB, requesting a status report on the national psychological program as of 30 June. This report was due on 1 August, but Mr. Lay's office acquiesced in the request of the Director of PSB to allow postponement for the purpose of fitting it into the Board's meeting schedule. The basic paper was prepared by the PSB staff; Annex A, by State; Annexes B, C, and D by the PSB staff from reports submitted respectively by Defense, MSA, and CIA; and Annex E, by the PSB staff. The reports submitted to the PSB staff were in response to a series of questions designed to produce the information necessary for the preparation and compilation of the Status Report. The basic CIA report was presented as a working paper and the summary thereof, appearing as Annex D was prepared by the PSB staff and approved by the Office of ADPC. Set forth below are general and specific comments on the basic paper and the Annexes thereto:

I. Status of the National Psychological Effort - Although this report is not intended to contain an evaluation of the U. S. psychological effort, this section, excepting Annexes A, B, C, and D which are incorporated by reference, is so general that it will fail to give the NSC an adequate picture of the U.S. effort, let alone our present psychological position vis-a-vis the Soviet.

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Security InformationParagraph I, 1., page 1:

This appears to beg the issue. If this paragraph is to be retained, your staff recommends that those areas of "basic national policy" which are said to require clarification be specified. However, your staff would prefer to see the following substituted:

"1. To be fully effective, psychological planning at the strategic level should be based on an agreed over-all strategic concept for the national psychological effort. Efforts to date indicate that such a concept cannot be formulated without a thorough study of existing national policy, interdepartmental agreement as to the interpretation thereof, and, possibly, additional policy decision. This is a time consuming process, and, accordingly, the formulation of a strategic concept may not be possible for some time."

Paragraph I, 1., page 2:

Your staff questions the validity of the conclusion set forth in the first sentence and recommends that the sentence be preceded by the words: "In certain limited areas,".

Paragraph I.A., page 3:

Your staff recommends that, the first complete paragraph on page 3, commencing, "In the Middle East," be rewritten as follows: "Irresponsible nationalism is the current major threat to free world interests in the area. United States capabilities for effective psychological action have declined, though some slow progress is reported in certain sections of the Moslem World."

In subparagraph 1, of the last paragraph on page 3, your staff feels that Western Europe should not be singled out. The statement that the U.S. label has damaging effects is possibly even more applicable to areas such as the Middle East. Accordingly, it is recommended that the words, "particularly, but not solely Western Europe," be deleted.

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The first sentence is so worded that it might misrepresent what appears to be the real picture. The following is suggested as a substitute:

"The Soviet grip in the Communist-dominated areas of Europe and of the Far East appeared to be even firmer at the end of the fiscal year 1952 than at the beginning."

The following is suggested as a rewrite of the first sentence of the last complete paragraph on page 5:

"In the overt propaganda field behind the Iron Curtain, the Voice of America and Radio Free Europe appear to be the only significant remaining programs which effectively reach the peoples of either or both the USSR and the satellites."

II. Progress of PSB in Planning Activities - This section together with Annex E, reporting plans completed and in effect, completed but not yet executed, and authorized and in process of development, represents an adequate statement of the PSB planning effort.

Annex A - Report of the State Department - This annex itemizes general undertakings and provides a detailed catalogue of plans in operation, plans completed to date, and plans in preparation, Paragraph C on page 17 presents State's views as to progress toward objectives and, in the absence of an independent evaluation, appears to be sound.

Annex B - Summary of the Report of the Department of Defense - This sets forth the responsibilities and current operations of the Defense Department in the psychological field. Greatest emphasis has been placed upon war planning and supporting operations. Although Defense notes that detailed responsibilities in some areas of cold war

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psychological operations are yet in the development stage and have not entirely been defined, it recognizes that it has a role in psychological operations beyond that of war planning and support of other agencies' operations. Accordingly, there has been a substantial amount of new and preliminary planning in the cold war field.

With respect to the section on Page 5 dealing with Department of Defense comments on "Deficiencies in the National Psychological Program", your staff takes exception to subparagraphs (1) and (2) of the last paragraph on Page 5 on the following grounds:

(1) In view of the "hate America" and the biological¹ warfare campaigns, the less said about this subject at this time, the better.

However, propaganda material should now be prepared as a contingency measure which could effectively be released at such time as the President or other properly constituted Government authority deems advisable.

(2) The frequent "flexing of our atomic muscles" has tended to worry a good many of our friends. Your staff considers that further headline publicity about our atomic prowess would be following a very questionable line of policy. (Total Soviet silence² about its own atomic capabilities has kept many people guessing.)

The most that seems to be required at this time is an occasional guarded but reassuring statement to the effect that the U.S. national interest, with respect to atomic weapons, is being effectively safeguarded.

Finally, Defense considers that the national psychological program could be developed to provide for more adequate support of the national military effort by establishing national objectives and clarifying department and agency responsibilities governing psychological operations during the cold war. Defense also states that it could render more effective support to the national program if the military establishment's wartime potentials were exploited to the maximum during the cold war

period.

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Annex C:

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This report places its major emphasis on the psychological reaction, particularly in Western Europe, to the shift in the main purpose of the U. S. aid from economic recovery and development to military defense. This shift is considered to have had a number of important psychological results, generally adverse to U. S. interests. Certain conclusions concerning operations are drawn from analysis of the changed psychological situation, notably that U. S. propaganda operations are too conspicuously identified as such, and that, development of covert propaganda is indispensable.

This annex also describes measures taken and being coordinated by MSA to combat psychological obstacles created by the emphasis on the rearmament program in Western Europe. Such must be taken fully into account, MSA emphasized, and there must be a trend toward more non-attributable psychological activities. Next, efforts must be made to strengthen the propaganda effort of NATO.

With respect to Asia, the MSA Suggests six propaganda approaches for ~~use~~ ^{use} in this area. All of these, in the estimate of your staff, warrant consideration in future planning.

Annex D: Summary of the Report of the Central Intelligence Agency

No comment is required, except that your staff recommends that at the end of the paragraph on Korea, the following sentence be inserted: ^(Page 4)

"These are expected to result in some modification of CIA's responsibilities to ensure that CIA does not commit itself to actions which are beyond its present or anticipated capabilities."

Annex E: Planning Activities of the PSB

For general comments, see page 3 of this briefing.

Page 1, final paragraph: Your staff questions the validity of the statement that the "Pinay Government is....stable." The following rewrite of the last sentence on page 1 is recommended:

"Unlike its predecessors, the Pinay Government has demonstrated far more courage and affirmative leadership, and, on its own

initiative, has been moving vigorously against the Communists

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within the last two months. However, this is no guarantee of stability."

Recommendations:

That, unless State and Defense consider that further revision is advisable, you approve this report with the exceptions noted above.

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